



NEWS RELEASE

ARIZONA HOUSE OF REPRESENTATIVES

1700 West Washington • Phoenix, Arizona • 85007-2844

PHONE: (602) 926-3233 • FAX: (602) 417-3043

Majority Leader David Gowan, R-Sierra Vista

FOR IMMEDIATE RELEASE

STATE REPUTATION TIED TO HIGH PROFILE EVENTS

STATE CAPITOL, PHOENIX (Jan. 29, 2014) – Majority Leader David Gowan, R-Sierra Vista, is sponsoring a bill that would reimburse communities that host national events, like a Super Bowl football game, a portion of the extra security expenses associated directly with the event.

“The entire state benefits from these kinds of events,” Gowan said. “And public safety works best when everyone chips in.”

Gowan added that since hosting Super Bowl XVII in 2008, Arizona’s reputation as a suitable venue for national and international events has grown.

“As businesses and communities continue to recover, it is imperative that we protect our reputation, and send a signal to communities throughout the state that the Legislature supports their efforts to compete for national and international events.”

Arizona has played host to two Super Bowls, two Bowl Championship Series national college football games, the annual Fiesta Bowl, an NBA All Star Week and the NCAA March Madness Regionals.

With a variety of recreational and site seeing opportunities and one of the most accommodating climates, Arizona is one of the few places that can realistically expect event goers to visit other parts of the state.

The average stay for a visitor when Arizona hosted Super Bowl XLII in 2008 was close to four nights, according to a study by the ASU W.P. Carey School of Business. The overall economic impact, both direct and indirect, was over half a billion dollars.

“We are privileged to live in such a great state,” Gowan said. “And this effort to help communities provide for the extra security required at these high profile events is about keeping Arizona’s reputation solid.”

**Contact: Christopher Leone
602-926-3233**

cleone@azleg.gov